

WINTER SPORTS USA Magazine Advertisement Guidelines

Deadline

Final submission and payment deadline for the WINTER SPORTS USA magazine is May 31, 2017.

Translation

The WINTER SPORTS USA magazine is a full Korean-language magazine, but English to Korean translation will not be provided for the advertisement. If you need translation or design services, please contact CS Korea and discuss further. Upon request, CS Korea can introduce translation and design companies. Please note that additional cost will be incurred with translation and design.

Advertisement Focus

Recommended themes of advertisements include tourism destinations, attractions, etc.; winter sports companies, products, or services; Winter Olympics related creatives; and other related creatives.

Advertisement Color Mode

An advertisement should be submitted in full color (CMYK) mode.

Advertisement Format

An advertisement file should be submitted in AI or EPS file. In case of JPEG files, the resolution is required to be 300 or higher dpi. The submission file should be saved as "Ad_ [CompanyName](#).ai" format (e.g. Ad_ [Commercial Service Korea](#).ai), "Ad_ [CompanyName](#).eps" format (e.g. Ad_ [Commercial Service Korea](#).eps), or "Ad_ [CompanyName](#).jpg" format (e.g. Ad_ [Commercial Service Korea](#).jpg).

Advertisement Size

Full Page	Trim size (mm): width 205 x height 275 (8.07"x10.83") Bleed size (mm): width 215 x height 285 (8.45"x11.22")
Bookmark	Trim size (mm): width 100 x height 200 (3.94"x7.87") Bleed size (mm): width 110 x height 210 (4.33"x8.27")
Gatefold	Trim size (mm): width 601 x height 275 (23.66"x10.83") Bleed size (mm): width 611 x height 285 (24.06"x11.22")

*Bookmark will be two-sided. Both sides of bookmark image are required to meet the size specification.

Advertisement Position

Find p.3.

Questions and Comments to the Editor

CS Korea will be happy to answer any questions you may have regarding the WINTER SPORTS USA magazine. Please contact Tyler Hacking at Tyler.Hacking@trade.gov or Jinjoo Lee at Jinjoo.Lee@trade.gov.

Texts, photographs, drawings, and other accompanying visual materials that appear in the WINTER SPORTS USA magazine may not be reprinted, copied, or reproduced without the expressed or written permission of CS Korea.

Advertisement Position

- A Inside Front Cover
- B Inside Back Cover
- C Opposite inside Front Cover
- D Opposite inside Back Cover
- E Opposite Table of Contents (T.O.C.)

- F Single Page in First pp.6-11
- G Single Page after p.11
- H Coated Paper
- I Gatefold

